

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 ICA-11 EB-08 L-03 CCO-00 CIAE-00  
OTPE-00 FCC-01 INR-10 NSAE-00 OC-06 COME-00  
BIB-01 /053 W  
-----056112 200727Z /11

R 191341Z MAY 78 ZDK  
FM AMEMBASSY BERLIN  
TO SECSTATE WASHDC 7401  
INFO AMEMBASSY BONN  
AMEMBASSY BRUSSELS  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
USMISSION USBERLIN

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E.O. 11652: N/A  
TAGS: ETEL, GW, GE, US  
SUBJECT: BARTLETT PROPOSAL CONCERNING LW FREQUENCY  
209KHZ AND RIAS.

REF: STATE 120352

1. MR. PAUL BARTLETT PAID A CALL MAY 16 ON THE DCM TO  
DISCUSS FORMER'S INTEREST IN ESTABLISHING A US PRIVATELY-  
OWNED RADIO STATION IN BERLIN. BARTLETT SPOKE BRIEFLY  
ABOUT HIS INTEREST IN LONG-RANGE FREQUENCY 209, INDICA-  
TING THAT HE DISAGREES WITH THE US GOVERNMENT'S POSITION  
ON GIVING UP ITS RIGHT TO THE FREQUENCY AS WELL AS TO THE  
USE OF FACILITIES ON THIS FREQUENCY.

2. BARTLETT SPENT MOST OF THE TIME OUTLINING HIS INTER-  
EST IN ESTABLISHING A US PRIVATELY-OWNED COMMERCIAL RADIO  
AND TV FACILITY IN WEST BERLIN. HE NOTED THAT RIAS NOW  
HAS THREE FREQUENCIES BUT ONLY TWO PROGRAMS. HE WOULD  
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BE INTERESTED EITHER IN THE UNUSED FREQUENCY OR POSSIBLY  
BUILDING HIS OWN FACILITY. HIS PURPOSE IN DOING SO, HE  
SAID, WOULD BE TWO-FOLD; 1) TO PROVIDE COMPETITION TO  
WHAT HE FEELS ARE INCREASINGLY ANTIQUATED AND OUTMODED  
PROGRAMMING CONCEPTS BY RIAS (AND OTHER STATIONS SUCH AS  
ZFB) AND 2) TO SHOW THE US FLAG IN THE CITY.

3. IT WAS BARTLETT'S CONTENTION THAT RIAS ENGAGED IN PROGRAMMING THAT WAS NOT PARTICULARLY INTERESTING, BUT AT THE SAME TIME WAS TOO POLITICALLY ORIENTED WITH RESPECT TO EAST BERLIN AND EAST GERMANY. HE THOUGHT A PRIVATE COMMERCIAL STATION COULD ACCOMPLISH BETTER THE GOAL OF MAKING PEOPLE IN EAST BERLIN AND EAST GERMANY AWARE OF LIFE IN THE WEST THROUGH THE USE OF A "SOFT SELL" APPROACH RATHER THAN THE KIND OF POLITICAL REPORTING THAT RIAS ALLEGEDLY ENGAGES IN. IN HIS VIEW, THIS APPROACH MIGHT BE LESS OFFENSIVE TO GDR THAN THE RIAS APPROACH, ALTHOUGH HE HAD NO PARTICULAR QUALMS ABOUT UPSETTING THE GDR IF IT WAS IN OUR BROADER INTEREST TO DO SO. BARTLETT WANTED TO KNOW HOW THE DCM THOUGHT THE GDR WOULD REACT TO SUCH STATION.

4. IN RESPONSE, THE DCM NOTED THAT THE GDR CONSTANTLY IS FACED WITH TV AND RADIO TRANSMISSIONS FROM WEST BERLIN AND WEST GERMANY AND ALSO HAS MILLIONS OF WEST GERMAN VISITORS EVERY YEAR; AS A RESULT, THERE IS A CONSTANT FLOW OF INFORMATION, AND PEOPLE HERE THUS HAVE A BETTER OPPORTUNITY THAN OTHERS IN EASTERN EUROPE TO KNOW WHAT IS GOING ON IN THE WEST. IT WAS DCM'S VIEW THAT PEOPLE IN EAST BERLIN AND THE GDR, WHO HAVE THE CHOICE OF THEIR OWN MEDIA BROADCASTS OR THOSE FROM THE WEST, LISTEN EXTENSIVELY TO WESTERN MEDIA FOR A VARIETY OF REASONS, INCLUDING OBTAINING INFORMATION ABOUT EVENTS IN THE GDR WHICH THEY LIMITED OFFICIAL USE

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DO NOT RECEIVE FROM THEIR OWN MEDIA AS WELL AS FOR REASONS OF MORE INTERESTING AND ENTERTAINING PROGRAMS. THERE WAS NO DOUBT IN THE DCM'S MIND THAT GDR AUTHORITIES DID NOT LIKE THE EXISTENCE OF AND EASY ACCESSIBILITY EAST GERMAN'S HAD TO WESTERN RADIO/TV. THIS MADE REGIME'S LIFE CONSIDERABLY MORE COMPLICATED.

5. DCM DOUBTED THAT REGIME WOULD BE ANY MORE FAVORABLY DISPOSED TOWARD A PRIVATE STATION THAT WOULD PRESENT THE WESTERN OR AMERICAN WAY OF LIFE IN A "MORE PALATABLE" FORM. THERE WERE ALSO SUCH IMPORTANT QUESTIONS AS WHAT BARTLETT CONCEIVED OF AS THE MAIN AUDIENCE (EAST GERMANS OR WEST BERLINERS) FOR THE STATION, THE CONTENT OF THE PROGRAMMING, AND IN WHICH LANGUAGE BROADCASTS WOULD TAKE PLACE. IF DIRECTED TOWARD A GERMAN-SPEAKING AUDIENCE, THE REGIME WOULD STILL BE CONCERNED; IF, HOWEVER, THE BROADCASTS WERE IN ENGLISH, THERE MIGHT BE LESS OF A CONCERN, ALTHOUGH, AS BARTLETT HAD POINTED OUT, THERE WERE PROBABLY INCREASING NUMBERS OF YOUNG EDUCATED EAST GERMANS WHO KNEW ENGLISH AND MIGHT BE INCLINED TO LISTEN TO SUCH BROADCASTS. BARTLETT DID NOT RESPOND DIRECTLY TO THE QUESTION OF WHAT THE PRIMARY AUDIENCE TARGET MIGHT BE.

6. IN RESPONSE TO A QUESTION FROM BARTLETT, THE DCM SAID HE WOULD BE PREPARED TO CONSIDER AND DISCUSS WITH HIS COLLEAGUES WHETHER US INTERESTS WOULD BE BETTER SERVED IN THE GDR BY HAVING A COMMERCIAL STATION AS OPPOSED TO RIAS IN WEST BERLIN. DCM, HOWEVER, MADE IT CLEAR THAT THE EMBASSY IN EAST BERLIN HAD NO COMPETENCE OR AUTHORITY FOR RIAS OR WHETHER PRIVATE COMMERCIAL STATIONS COULD BE ESTABLISHED IN WEST BERLIN. THIS WAS A MATTER FOR ALLIED AUTHORITIES IN WEST BERLIN.

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 L-03 CCO-00 CIAE-00 OTPE-00  
FCC-01 INR-10 NSAE-00 OC-06 ICA-11 COME-00 BIB-01  
/053 W

-----055985 200728Z /11

R 191341Z MAY 78 ZDK  
FM AMEMBASSY BERLIN  
TO SECSTATE WASHDC 7402  
INFO AMEMBASSY BONN  
AMEMBASSY BRUSSELS  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
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7. BARTLETT INDICATED THAT HE INTENDED TO PURSUE THE MATTER FURTHER, AND NOTED THAT HE WOULD BE TALKING TO THE DCM AT OUR EMBASSY IN BONN AND ALSO WANTED TO BE IN TOUCH WITH OUR DCM IN BRUSSELS. BOLEN

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** RADIO STATIONS  
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**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
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**Disposition Approved on Date:**  
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**Disposition Comment:** 25 YEAR REVIEW  
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**TAGS:** ETEL, GE, GC, US, (BARTLETT, PAUL)  
**To:** STATE  
**Type:** TE  
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**Review Markings:**  
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